

# ROYAL MAIL WHOLESALE

## Customer Guidelines for Advertising Mail and Responsible Mail Seed Checks

### Purpose

The purpose of this document is to provide details of the processes being implemented by RMW for Advertising Mail and Responsible Mail seed compliance checks with additional guidelines to assist customers when making checks against their own posting customers or other members of the customer group.

### Process #1. - UCID identification

	Process steps	Responsibility	Comments and Guidelines
1	Supply RMW with UCID list, noting trading name alongside each one	Customer	Customer to inform RMW Commercial of initial UCID list noting the trading name. The frequency of this will depend on each customer's UCID convention. See step 5.
2	Receive list and check against posting profile and seeds	RMW	RMW checking the seeds received against the UCID postings declared in a week
3	RMW to contact customer each week to resolve any gaps in the information provided	RMW - Account Manager	Gaps will be where the customer has declared a UCID posting but has not informed RMW of the UCID and trading name
4	Customer to advise Account Manager of gaps and, if necessary update the UCID list	Customer	Within 5 working days
5	If necessary, Account Manager to agree a process with customer for updating RMW of any new UCIDs	Account Manager	Hold discussion with Customer about UCIDs and agree a process so that new UCIDs (UCIDs not previously used for Advertising Mail) and the originating customer/ entity name will be sent to the 'DSACC' central email address by the end of the week of posting or latest Monday morning.
6	Customer to share the reasons with account manager why the UCID wasn't supplied and put in place a process to avoid this happening again	Customer	Understand reason for process breakdown and agree a fix and obtain details of the UCID as per step 5 above.
7	The incident and action taken for the customer will be logged	RMW	Repeat failure may result in suspension of the Advertising Mail/Responsible Mail service until the customer can demonstrate that a process can be maintained for UCID provision

### Process #2 -seed checks

	Process steps	Responsibility	Comments and Guidelines
1	RMW receives seed item, opens it to check contents and records receipt in a 'seed log'	RMW	All seeds checked and logged by Monday morning for the previous week
2	RMW to download UCID posting report each week	RMW	Report downloaded on Monday for the previous week.
3	The number of unique seeds and the number of UCIDs are correlated each week.	RMW	This activity will be performed weekly for all customers

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4	RMW to contact customer each week to resolve any gaps in the information provided	RMW	Gaps in information will be where no seed has been received or a seed received cannot be identified against the UCID list, or where the seed has been sent to the Doncaster address. For no seed receipt, the customer will receive a standard letter requesting details of the UCID posting – see letter 2, Appendix A.
5	Customer to advise Account Manager of gaps, and if necessary update the UCID list per process #1	Customer	Customer to ensure all originating posters/customer entities are using the Old Street address for their seeds.
6	Customer to share the reasons with account manager why the seed wasn't supplied and put in place a process to avoid this happening again	Customer	Customer to understand reason for no seed receipt and agree a fix and obtain confirmation when seed address has been added/amended. Note: a customer should not use the Advertising/Responsible Mail services again until such a process is in place
7	RMW will notify the customer of the UCID details, volume of items and the date of posting information for removal of the Advertising Mail/Responsible Mail discount(s)	RMW	All instances of non receipt will result in the removal of the discount
8	The incident and action taken for the customer will be logged	RMW	Up to 8 weeks is expected to be a reasonable timescale for the customer to get a non-compliant poster to be compliant with this seed requirement. Repeat failure may result in suspension of the Advertising Mail/Responsible Mail service until the customer can demonstrate that a process can be maintained for seed provision

## Process #3 – Receipt of non Direct Mail content

	Process steps	Responsibility	Comments and Guidelines
1	Seed items received that are not 'DM content' will be immediately reported to the Commercial Team and the relevant Account Manager	RMW	This will be done on the day that items are opened
2	Seed items containing non DM content will be scanned, including the envelope (for any relevant markings) and the contents.	RMW	
3	The Account Manager will contact the customer to advise them of the non compliance to the DM specification	RMW	The customer will receive a standard letter (see letter 1, Appendix A) along with a scanned image of the failed item
4	The Customer will inform their Account Manager of the UCID the actual items were posted against, the volume of items and the date(s) of posting	Customer	The customer will be asked to respond with the details within 5 working days of receipt of letter 1.
5	RMW will notify the customer of the	RMW	All instances of non DM content will result in

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	UCID details, volume of items and the date of posting information for removal of the Advertising Mail/Responsible Mail discount(s)		the removal of the discount. Persistent failure of a UCID may result in suspension of the services.
6	The incident and cause for failure will be logged and filed by RMW	RMW	Records will be used for UCID failure and repeat failures will be considered a breach of contract and may result in suspension of the services.

**Note:** Suspension will remain in force until such time the Customer has sent RMW upfront examples of Advertising Mail/Responsible Mail items and RMW has approved them for use; and in the case of the C9 customer, until they are able to demonstrate to our satisfaction that they have implemented new processes for monitoring their customer’s compliance to the specification.

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## Appendix A – Customer Letter Templates

### Letter 1 Notification of non-Direct Mail content specification failure

Dear [Insert Customer name],

During the course of performing our Advertising Mail/Responsible Mail compliance checks it has come to our attention that the contents of a seed/ sample has failed to meet the Advertising Mail/Responsible Mail specification as detailed in the Advertising Mail/Responsible Mail schedule.

The item was received during week commencing [insert date] and images of the failed item are enclosed for your information. Due to the item not meeting the specification for Advertising Mail/Responsible Mail we will be taking steps to retrospectively remove any Advertising Mail/ Responsible Mail discount you received for this particular Posting.

To enable us to remove the discount we will require you to send us full details of the UCID this particular item was posted against, the total volume of items posted and the posting date/s. Please provide this information no later than [insert date 5 days from the date letter is sent].

I will be in touch to discuss the reason for the failure and any further action that may need to be taken to ensure you are compliant to the Advertising Mail/Responsible Mail specification.

Yours Sincerely  
[Signed by the Account Manager]

### Letter 2 Notification of Insufficient Seeds Letter

Dear [Insert Customer name],

During the course of performing our Advertising Mail/Responsible Mail compliance checks it has come to our attention that an Advertising Mail/Responsible Mail posting made on [insert dates] has not been accompanied by a seed/ sample and consequently has failed to meet the Advertising Mail/Responsible Mail specification as detailed in the Advertising Mail/Responsible Mail schedule.

Consequently we will be taking steps to remove the discount for this particular posting. I will be in touch to discuss the reason for the failure and any further action that may need to be taken to ensure you are compliant to the Advertising Mail/Responsible Mail specification.

Yours Sincerely  
[Signed by the Account Manager]